

Message Text

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PAGE 01 MONTRE 00901 132124Z

72

ACTION EUR-06

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FM AMCONSUL MONTREAL

TO SECSTATE WASHDC 4921

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INFO AMEMBASSY OTTAWA BY POUCH

AMCONSUL TORONTO BY POUCH

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UNCLAS MONTREAL 0901

E.O. 11652: N/A

TAGS: BEXP, BTRA, CA

SUBJECT: FOREIGN BUYER GROUPS

REF: A. STATE 114770; B. STATE 109972; AND C. STATE A-2763

1. BECAUSE OF THE PROXIMITY OF MONTREAL TO THE UNITED STATES AND THE FREQUENT VISITS THERETO BY CANADIAN BUSINESSMEN, WE FEEL IT WOULD NOT BE PRODUCTIVE FOR US TO ATTEMPT TO ORGANIZE VISITS TO THE TRADE SHOWS LISTED. IT ALSO IS INFEASIBLE, IN TERMS OF OUR PRESENT RESOURCES, FOR US TO PROMOTE CANADIAN ATTENDANCE AT THESE SHOWS BY MEANS OF THE MAIL CAMPAIGN OUTLINED IN PARA C OF REFTEL A.

2. HOWEVER, THE EXHIBITOR INFORMATION AND SHOW FLYERS MENTIONED IN PARAS 1A AND 1B OF REFTEL A WOULD BE AN EXTREMELY USEFUL ADJUNCT TO THIS POST'S COMMERCIAL WORK. WITH THIS INFORMATION WE COULD UNDERTAKE A PASSIVE-TYPE PROMOTION WITH COMPANIES INTERESTED IN NEW PRODUCT LINES AND WITH APPROPRIATE TRADE ASSOCIATIONS BASED IN MONTREAL. IN ADDITION, SOME OF THE TRADE SHOWS ARE IN INDUSTRY OR PRODUCT AREAS FOR WHICH WE WILL BE UNDERTAKING CAMPAIGNS AS PART OF THE CCP FOR CANADA IN FY 1975. THE TRADE SHOWS SELECTED FOR PASSIVE PROMOTION, TOGETHER WITH THE QUANTITY OF PROMOTIONAL LITERATURE REQUESTED, ARE AS FOLLOWS:

A) AMERICAN HEALTH CONGRESS - 50 SHOW FLYERS AND 25 EXHIBITOR LISTS.

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B) NATIONAL HARDWARE SHOW - 50 SHOW FLYERS AND 25 EXHIBITOR LISTS.

C) THIRD INTERNATIONAL POLLUTION ENGINEERING EXPOSITION AND CONGRESS - 50 SHOW FLYERS AND 25 EXHIBITOR LISTS.
D) AAMA ANNUAL CONVENTION/BOBBIN SHOW - 25 SHOW FLYERS AND 10 EXHIBITOR LISTS.
E) PACKAGING EXPOSITION - 25 SHOW FLYERS AND 10 EXHIBITOR LISTS.
F) INTERNATIONAL TEXTILE EXPOSITION - 150 SHOW FLYERS AND 50 EXHIBITOR LISTS.
G) NATIONAL HOUSEWARES EXHIBITION - 50 SHOW FLYERS AND 25 EXHIBITOR LISTS.
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